

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 PRS-01 PA-02 SS-15 IO-10 SAM-01 /040 W

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R 062818Z MAR 75

FM AMEMBASSY BOGOTA

TO USIA WASHDC

INFO SECSTATE WASHDC 7434

UNCLAS BOGOTA 2164

USIAC

E.O. 11652: NA

SUBJECT: KISSINGER HOUSTON SPEECH

USIA FOR ILA IPA IBA IMV STATE FOR ARA

REF: USIA 4792 CIRC STATE 045213 BOGOTA 1932 ARF-8 OF 3/3/75

1. SATELLITE TRANSMISSION: SEVEN-MINUTE, 34-SECOND SATELLITE FEED KISSINGER SPEECH BROADCAST NATIONALLY AT 9:15 PM MARCH 2 ON POPULAR GOC-SPONSORED WEEKLY TV NEWS ROUNDUP "NOTICIERO TELECOM" POTENTIAL VIEWING AUDIENCE 2.5 MILLION. TWO-MINUTE SEGMENT ON CUBA RE-BROADCAST ON TWO COMMERCIAL NEWSCASTS PRIME TIME MARCH 3. GOC TV INSTITUTE (INRAVISION) AND TELECOMMUNICATIONS AGENCY (TELECOM) PAID DOWNLEG AND LANDLINE COSTS. POST PRODUCED 20 SECOND TV PROMO BROADCAST FOUR TIMES PRIME TIME MARCH 1 AND 2.

2. RADIO: POST PROVIDED VOA SPANISH FEEDS TO THREE NATIONAL NETWORKS--TODELAR, CARACOL AND SUTATENZA-WHICH RE-BROADCAST TWO TO FOUR MINUTE HIGHLIGHTS REPORTS OF SPEECH NATIONWIDE ON NIGHTLY NEWSCASTS OVER 129 LOCAL STATIONS.

3. PRESS MATERIALS: MEDIA COVERAGE WAS PROMINENT BUT SUPERFICIAL, FOCUSING ON BREAKING NEWS ASPECTS OF SPEECH (CUBA, PANAMA CANAL ETC) RATHER THAN UNDERLYING PHILOSOPHY OF HEMISPHERIC INTERDEPENDENCE AND COOPERATION. IPS SPANISH TEXT DISTRIBUTED PERSONALLY SATURDAY AFTERNOON BY AMBASSADOR TO PRESIDENT AND FOREIGN MINISTER; FOLLOWUP PERSONAL DISTRIBUTION MONDAY TO AMBASSADOR'S SPECIAL LIST, UNCLASSIFIED

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OTHER TOP MISSION/POST TARGET CONTACTS.

4. EDITORIAL REACTION SLOW TO DEVELOP, PROBABLY DUE TO FACT THAT CONFRONTATION MAKES NEWS, COOPERATION DOESNT. HOWEVER, LEADING DAILIES EL TIEMPO AND EL ESPECTADOR EDITORIALIZED MARCH 5 AFTER PERSONAL VISITS BY USIS STAFFERS. (SEE POST MEDIAREACT DATED 3/5/75). TIEMPO EDITORIAL TITLED "A POLICY FOR LATIN AMERICA" SAID, "THIS IS THE FIRST TIME THE PRESTIGIOUS SECRETARY OF STATE HAS GIVEN SUCH THOROUGH CONSIDERATION TO THE PROBLEMS OF THE HEMISPHERE...THE MOST IMPORTANT POINT OF THE TEXAS SPEECH IS THAT IT IS EVIDENCE OF A CHANGE IN THE POLICY OF INDIFFERENCE WHICH HAS PREVAILED IN WASHINGTON. NOW WE SEE A POLICY OF SOLIDARITY AMONG NATIONS WHOSE INTERDEPENDENCE IS VERY CLEAR." ESPECTADORS EDITORIAL PROCLAIMED "THERE IS A POLICY" AND COMMENTED, " IT IS A SPEECH BY AN INTELLECTUAL WITH HIS FEET FIRMLY ON THE GROUND AND WHILE WE CANT EXPECT MIRACLES OR RAISE FALSE HOPES, THERE ARE IN THE SPEECH CLEAR LINES OF THOUGHT AND ACTION...SO THERE IS A UNITED STATES POLICY TOWARD LATIN AMERICA AFTER ALL, FOLLOWING A PERIOD WHEN IT CERTAINLY WAS TRUE THAT THERE WAS NO POLICY AT ALL".

5. COMMENT: AGENCY TV EDITORS EMPHASIZED SPOT NEWS ASPECTS OF SPEECH AT EXPENSE OF INTERDEPENDENCE PHILOSOPHY, WHICH WOULD HAVE BEEN MORE PRODUCTIVE FROM POST PROGRAM STANDPOINT. FOR EXAMPLE, WE WOULD HAVE PREFERRED USE OF FOLLOWING PORTION OF TEXT: "IT IS THEREFORE IRONIC THAT SOME NATIONS SEEK TO EXACT BY CONFRONTATION WHAT CAN ONLY BE GAINED THROUGH COOPERATION...LATIN AMERICA IS PERENNIALY TEMPTED TO DEFINE ITS INDEPENDENCE AND UNITY THROUGH OPPOSITION TO THE UNITED STATES...THE CHOICE FOR THE UNITED STATES IS NOT BETWEEN DOMINATION AND INDIFFERENCE. THE CHOICE FOR LATIN AMERICA IS NOT BETWEEN SUBMISSION AND CONFRONTATION".

6. TECHNICAL OBSERVATIONS: APPRECIATE AGENCY INITIATIVE IN ORIGINATING SATELLITE TELECAST, AND REALIZE LEAD TIME WAS VERY SHORT. NEVERTHELESS, BELIEVE MAXIMUM EFFECT DILUTED BY SEVERAL CONSIDERATIONS. PLACEMENT AND PROMO EFFORT HURT BY HAVING ONLY TWO DAYS LEAD TIME ON MAJOR SPEECH. AS RECEIVED HERE, KISSINGERS VOICE ABSENT FROM SOUND TRACK SO IT WASNT TRUE VOICE-OVER, WHICH PREFERABLE FOR MANY VIEWERS. SECRETARY'S MOUTH MOVED IN SILENCE FOR SEVERAL SECONDS BEFORE SPANISH TRANSLATER STARTED TALKING. TRANSLATION ITSELF SOMETIMES DETRACTED, SUCH AS USING "TRATADO UNCLASSIFIED

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, SPEECHES, TELEVISION BROADCASTING, RADIO BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 06 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BOGOTA02164
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750081-0478
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750378/aaaacrvo.tel
Line Count: 109
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 USIA 4792, 75 CIRC STATE 045213, 75 BOGOTA 1932, 75 ARF-8, 75 OF 3/3/75
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 27 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 MAY 2003 by BalzMJ>; APPROVED <25 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: KISSINGER HOUSTON SPEECH USIA FOR ILA IPA IBA IMV STATE FOR ARA
TAGS: PFOR, US, (KISSINGER, HENRY A)
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006